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General Trade Edition

DIG & DUNG

WITH 1945 PRICES

Sales and Service Bulletin

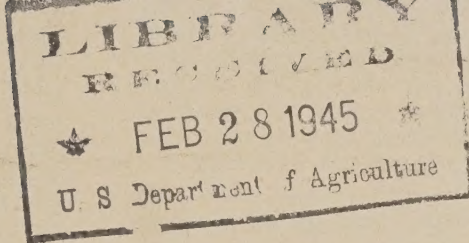
W BLUE LABEL DAHLIAS W

Sure to Grow. Free from Disease. True to Name

WAYLAND DAHLIA GARDENS

E. R. RYNO, Prop.

Wayland, Mich., U. S. A.



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Wayland, Mich.
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Attention Buyer or Advertising Manager

DIG & DUNG

There is no soil, however barren and unproductive, that cannot, by well digging and dunging, be made fertile and prolific.—Adapted from Cervantes' DON QUIXOTE, Part II, Chapter XII.

Sales and Service Bulletin

VOL. 14

WAYLAND, MICHIGAN, U. S. A., SEASON OF 1945

NO. 1

THE DAHLIA SITUATION THIS YEAR

I am taking the liberty to quote from a letter written by my friend W. L. W. Darnell of East Moriches, Long Island, on August 9th:

"Have been so short of help and so rushed because of the long drought beginning about June 1st, that I found I knew no more than you do about conditions here, so have spent three days driving about the Island to get a look at crops as is. The prospects are none too bright, and from my judgment after a trip through part of New Jersey I think stock of all dahlias will be as short as during last spring. Those who plant late have some still out of ground, and on many cut-flower growing plots even early planted roots are just coming into bloom. We have had only one rain since June 20th, and the present moon is too dry for any hope of wet for awhile. Plantings are smaller, as a lot of planting stock was sent out for resale last year, because of a very short crop.

"Though Jersey's Beauty went up to 20¢ at the end of the season, I think it was more of a gesture than a fact. The price seemed to be anything that the trade would bear, and no doubt the trend will be the same this year. I had to pay 15¢ for 2500, but never again. I'll stop selling the variety before I'll buy any more at such prices. All pompons were about 10¢, and some more during May, and I had to pay 10¢ for reds for one of my customers who ran far ahead of his original order. And I had to cut one order half the Beauty, 5000, as three of the men I had bought all stock from lost a lot, and their cut per row was just about 50% of normal.

"The real trouble this coming season will be the exaggerated ideas acquired last spring, but there is no doubt prices will be too high for a lot of the old trade. Some of it can be lost without regret from me, as I lost money on all the \$9,200.00 worth of roots I bought last year, and the amount of stock that failed was beyond any experience of mine since

growing a dahlia. And some of the new advertisers in the Trade Mags. did have peculiar ideas of stock fit for resale, and much more peculiar ideas of values. In some cases the old varieties discarded by most seed catalogues were higher in the list than newer and much scarcer dahlias, and I'll hate to see some of the varieties I bought to grow. I think their blooms will surprise if the foliage is an indication. I am glad you have such a good planting, and hope you will be self-supplied with most of your needs. Buying for resale is going to be a headache."

As usual Mr. Darnell gives us about as accurate a report on conditions as they actually exist as can possibly be made. We can only add that conditions in the east are approximately the same as in other parts of the country, which means that dahlias are sure to be scarce this year, prices generally a lot higher, and quality averaging below normal.

As to Jersey's Beauty, while we consider this variety the most popular dahlia grown for cut flowers there are a number of other varieties in the pinks and near pinks which we believe will prove more satisfactory to the average grower than Jersey's Beauty and which will be available at much lower prices this year. We sold Jersey's Beauty last year at a nickel but when price goes to 15¢ or 20¢ it is absolutely impossible to sell it to customers who expect to list it as a part of a dollar collection.

The box situation this year is even worse than it was last year. New corrugated shipping containers are absolutely unobtainable and for this reason we have had to discontinue our Boxed Dahlias for Counter Trade until boxes become available, when these lines will be resumed.

While we are growing about the same quantity of dahlias as we did last year a large part of our crop has already been contracted before this price list goes to press. Many varie-

ties are completely sold out and others very nearly sold. To avoid unnecessary correspondence we checked over our list just before sending it to the printer (August 25th) and thus our list will enable customers to see what stock is still available. This will soon be taken up and we ask our customers to get their reservation orders in without delay to avoid disappointment. Last year we returned thousands of dollars to customers whose orders we were unable to fill either because stock was sold out or because labor conditions made it impossible for us to handle such orders with our usual promptness. We were sorry that we had to disappoint so many of our old customers but we believe that most of them were aware of the conditions under which growers have been working and will bear with us in our shortcomings until the war is ended.

With labor conditions as they are those who are in the habit of ordering a few roots only of each of an extended list of varieties must not expect as prompt service as we were able to give before the war. We have many varieties and these are all stored in separate bins. The clumps are processed from these bins in the order in which they were stored. Some of the varieties are not reached until the latter part of the season and where many varieties are ordered to be packed in a single shipment such orders will have to be held until the last because labor conditions make it impossible for us to cut out each order by itself.

As a matter of fact, we never could see any necessity for the retail dealer listing a hundred or more different varieties just because we grow hundreds of varieties for our wholesale trade. A few well chosen varieties will almost always result in a greater volume and less trouble because of the sale of a larger number of each variety.

1945 Prices — pgs. 4, 5 & 6

DIG & DUNG

PUBLISHED BY

WAYLAND DAHLIA GARDENS

E. R. RYNO, PROP.

WAYLAND, MICHIGAN

SEASON OF 1945

As most of our customers know, we have for years made a specialty of supplying the seed and nursery trade with dahlia roots to be sold through their catalogs. These catalogs are usually prepared early in the fall to be mailed along about the first of the year. As most of these people placed their contracts for the coming season's requirements in the fall it has been our custom to send out our price list early in September and usually a large part of our crop was placed before we started digging October 1st.

This year, however, conditions are entirely different from those of former years in that many of our larger customers, realizing the extreme shortage of stock, have covered their requirements before our going to press. As a result our list shows many varieties completely sold out and many others almost all spoken for.

We could undoubtedly have sold our entire crop without publishing our list this year but we decided to issue the list at least as a matter of record and comparison for use in coming years when stock may be more plentiful and buyers less eager to protect themselves so early in the season.

We have always based our prices on actual cost of production regardless of what others might charge and we have maintained such prices throughout the season regardless of changing market conditions. Those who have always given their contracts early have never had occasion to regret such action because they have always found that prices instead of dropping later in the season are quite certain to advance as stocks are cleaned up.

This will be the only price list we shall issue this year and we urge those customers who usually order later to get their reservations in at once while stock is still available. If you do not find just what you want in our list we suggest that you select some other variety of similar type and color in same price range to complete your list this year.

We have always put out our last sorting of planting stock in a single block which was offered to our customers as MIXED to enable them to make a really worth-while bargain offer along with their named varieties.

This year labor conditions made it impossible for us to plant any mixed dahlias and we are, therefore, unable to offer any "MIXED" or "MIXED BY COLOR" and while these are not really "bargain" times those of our

customers who wish to continue their offering of this item can make up their own mixture from named varieties in our lower priced groups. Supplies of even these varieties are very short but we believe we can take care of early orders in a fairly satisfactory manner.

We don't want any of our customers to feel that we are getting "snooty" or that we do not appreciate every order that comes our way; but we have actually had to turn down offers from several jobbers for our entire crop at a flat price higher than the prices we are actually offering in our list and while this would have meant a larger profit to us we realize that the present conditions are only temporary and we have preferred to pass up this extra profit rather than sacrifice our regular trade to which we have catered and have put our all into serving for so many years.

We realize that even at best many of our old customers cannot be reached this year, especially those who have looked to us for their Packaged Dahlias put up especially for the retail trade. This trade was becoming an important feature of our business and one that we liked very much and it is through no fault of our own that we are unable to handle this trade this year. Boxes cannot be obtained and, therefore, packages cannot be made up regardless of price. We want our customers to understand the conditions under which we are having to work and we also hope that they will share with us the hope of better conditions which will enable us to take care of their needs in our line after the war is won.

Last year, because of our inability to get enough help at digging time to get our crop out of the ground and under cover before too heavy frosts had occurred, many roots were chilled to such an extent as to cause unusually heavy losses in storage. As a result we were unable to complete many orders which could otherwise have been taken care of without difficulty. This year we hope to start our digging a week or two earlier to avoid such conditions. If we have normal rains from now on this will be possible as dahlias usually make most of their root growth during the first two or three weeks of September.

Our soil is a fertile sandy loam which normally gives us a fully matured root early in the season and if we can get our crop in storage before the ground freezes we will have little loss from rot.

At this writing (August 25th) nearly all varieties are looking very fine, and unless weather is too dry in September, should give us a normal crop.

We usually give a tabulation showing the space devoted to dahlias and number of varieties listed in the leading mail order catalogs each year. We are omitting this tabulation this year, but in order that our records

may be complete we would appreciate it if you would send us a copy of your 1945 catalog, or at least a tear-sheet from same, showing your dahlia listings for this coming season. Thank you.

The question of discounts is almost always brought up by the jobber when he wants to place his order. As we have stated repeatedly our prices are based on the actual cost of production, and are absolutely net in all cases. So long as we have a market for more dahlias than we can produce, I see absolutely no reason for granting a discount to one man because he places an order for 50,000 roots and happens to be a jobber while another customer who issues from a million to seven million catalogs and uses several times as many dahlias as the jobber will willingly pay our regular price for his supply.

We usually figure that concessions are made for services rendered. If the jobber's services were necessary in disposing of our goods a discount might be feasible but in such case prices would have to be readjusted accordingly because the cost of production and distribution on which our selling price is based would, therefore, be larger.

Another point about jobber's trade. We regard such trade as merely transient, whereas most of our seed house customers are regular customers who have been with us year after year for many years. The jobber's trade comes to us only when supplies are scarce and he is not able to buy at cut rates from growers who are largely unknown. Where we have surpluses, as almost always happens with some one or another variety, we are always glad to find an outlet for such surpluses but never at reduced prices because if a variety is long this year we can always plant the surplus ourselves another year when the same variety may prove to be generally in shorter supply than in the previous season.

It is hopeful that the war in Europe will be practically over by the time this Bulletin reaches our customers. Such a condition will result in the loosening of the labor supply somewhat unless Congress passes an Unemployment Compensation act which will insure workers more money than prevailing farm wages; in which case we cannot expect any farm labor from among the present factory workers who certainly would not give up \$25 to \$35 per week for doing nothing in order to take a farm job which means hard work and little, if any, more money.

Each class has its own ideas regarding post-war plans but all of them seem to lose sight of the fact that WAGES are the vital question in the whole thing. If present wartime wages are to prevail, no matter what other features may be incorporated in the plans, SUCH PLANS ARE ABSOLUTELY CERTAIN TO FAIL.

PLEASE NOTE THESE POINTS

QUALITY

Our dahlias are all grown on fertile, sandy loam and we believe the roots we produce are of the very highest quality you can possibly obtain. Our roots are not over large in size as are those grown on clay and heavier soils and they are always clean, plump and fully matured and keep perfectly until planting season without rotting or shriveling.

SERVICE

We believe the service we give our customers is as near perfect as is humanly possible. Orders are filled promptly, roots are carefully inspected before packing and we pack in light, strong containers so they will reach you in perfect condition, yet without danger of injury in transit. We are equipped to put up roots in any special type of package required and to ship direct to customers under your own label if so desired.

INTEGRITY

We have been growing dahlias for many years and supply nearly all of the seed and nursery houses of national repute in the great midwest as well as florists and many nursery and seed houses in all parts of the United States. In all this time we have never yet received a complaint from any customer as to stock being of poor quality or not true to name. We try to impress on our customers the importance of considering this point of integrity of the grower when making connections for their supply.

PRICE

Our prices are based on the actual cost of production regardless of what other growers may charge for the same variety. These prices are the same to all customers under the same conditions and will not admit of any further reduction in any case.

RESERVATIONS

We are glad to book orders for stock to be reserved or held for shipment at a later date, without deposit or obligation on your part to take the stock so reserved, assuming of course that your reservation order is placed in good faith, and that you will look to us for such part of stock reserved as you may actually require in filling your orders.

Where full reservation has not been taken by May 1st, we assume that any balance remaining uncalled for at that time will not be required and that we are at liberty to release same to other customers after that date unless definitely instructed otherwise. Where we are holding stock to be shipped direct as ordered, reservations hold good until June 1st, after which date no orders can be filled.

The fact of a reservation order having been accepted does not imply acceptance of credit.

SMALL ORDERS

While we are pleased to receive small orders from those who may wish to try out our stock, or who may need some special items on which they are short or which may not be obtainable from their regular source of supply, we cannot accept orders for one or two roots only of each of an extended list of varieties. Remember, we do not accept retail orders and refer all retail customers to the regular retail trade.

CREDITS

If total order amounts to less than \$25.00, please do not ask us to extend credit because it is impracticable for us to obtain special credit reports on customers whose orders are for less than that amount. If total order amounts to more than \$25.00, credit will be granted only when we consider same justified by report from commercial agencies.

No roots will be sold on deferred or installment payment plan and no further credit will be granted to those whose accounts are in arrears.

EXCLUSIVELY WHOLESALE

We cater exclusively to the legitimate seed and nursery trade, and do not purposely send our prices and bulletins to any other person. Occasionally, however, these reach the hands of those who are not entitled to receive them. For the benefit of our customers, therefore, we wish to state that we do not consider a printed letterhead or business card as sufficient evidence of trade classification. If you are not listed in the regular trade directories, please send us a copy of your printed price list or other evidence that you are actually engaged in the business of selling stock in the seed, nursery or floral line.

ORDER EARLY

In spite of the fact that every element of cost that enters into our product is going up—labor, paper, boxes and packing material, fuel, taxes, etc.—it will be noted that we have advanced our prices on only a few items, while many others have been lowered considerably. We, therefore, urge our customers to get their reservation orders in early and thus greatly facilitate our handling of such orders during the shipping season.

NET GROWER'S PRICES FOR 1945

These prices apply only on orders for 10 or more roots of any variety. If less than 10 roots are ordered add 3¢ per root to cover additional cost of labelling and packing.

10% extra count is given in all cases — that is, 11 for 10, 110 for 100, etc., — except where roots are packed in special boxes or cartons ready for reshipment — to take care of any possible replacement claims and to help defray transportation charges. This extra count is figured on even multiples of ten only.

As packed for shipment roots weigh approximately 15 lbs. per hundred.

All our stock is absolutely dependable, field grown from roots—not plants—planted early, carefully rogued and fully matured before dug. Stored under ideal conditions, all roots are fresh and plump, carefully cut, trimmed and sorted by expert cutters—no haggling, no broken necks, no culls—every root with a good eye, full of vitality and sure to please your most exacting customers. No stunts, mosaic or diseased plants in our fields, and no junk or untried varieties in our list.

If roots are to be wrapped and labelled individually for resale, add \$1 per hundred to prices given. Where order is of sufficient size to warrant—one hundred or more roots of a kind, and not less than ten kinds—we will, if desired, use a special label, similar to our regular blue label, but bearing your own name or trademark, and printed on stock of your own choice of color (unless such color is already reserved for another customer) with our regular white semi-parchment wrapper, at same rate. This will enable you to offer stock under your own exclusive label.

LARGE FLOWERING TYPES

(A) Art or Peony-flowered

(B) Ball or Show

(C) Cactus

(D) Decorative

Some varieties are short crop, other varieties are being withheld to increase stock, and still others were completely sold in the field before going to press. Such varieties are described as "out for this year" and while we are including them in our list this is done merely as a matter of record and under no condition can we supply even small quantities of them until another season.

At 4¢ Each

Aurore (A) Orange salmon
Camille Franchon (A) Red, lighter tip. Out for this year
Cleopatra (A) Dull gold
Diana (A) Scarlet. This is the true Marean Diana
Geisha (A) Yellow and red
Jan Olieslager (A) Yellow. Out for this year
Mme. Von Bystein (A) Lilac. Out for this year
Perfect Beauty (A) Red and white. Out for this year
Queen Wilhelmina (A) White
Rosalia Styles (A) Rose pink
Sweetheart's Bouquet (A) Salmon rose and fawn
White Cap (A) Large white
American Beauty (B) American Beauty red
Bonnie Blue (B) Bluish
Dee-Lighted (B) White. Out for this year
Dreer's White (B) White
Floral Park Jewel (B) Red tipped white
Lucy Fawcett (B) Yellow tinged rose
Purple Ball (B) Purple
Red Chief (B) Bright red
Storm King (B) White
Stradella (B) Rose Purple
Tillamook (B) Light pink
Vivian (B) White tipped purple
Bertha Horne (C) Popular bronzy yellow
Bride's Bouquet (C) White
Celia (C) Lavender pink
Emily Russell (C) American Beauty red
J. H. Jackson (C) Maroon
Kreimhilde (C) Cream and pink. Out for this year
Lawine (C) White faintly tinged lavender
Libelle (C) Royal purple
Melody (C) Yellow, often tipped white
Minamoto (C) Scarlet
Perle de Lyon (C) White. Out for this year
Rene Cayeux (C) Brilliant red. Out for this year
Rheinischer Frohsinn (C) Pink and carmine rose. Out for this year
Sunset Glow (C) Orange and yellow
Tom Oberlin (C) Scarlet. Out for this year
War Dance (C) Yellow and red
Washington City (C) White. Out for this year
Zephyr (C) Pink. Out for this year
Agnes Haviland (D) Rose pink and yellow. Out for this year
Aida (D) Maroon
Atlantic Ocean (D) Yellow. Out for this year
Catherine Wilcox (D) Pinkish white tipped red
Countess of Pembroke (D) Lavender

C. P. R. (D) Cream overlaid purple
Darlene (D) Shell pink. The pink Jean Kerr
Delice (D) Pink. Out for this year
D. M. Moore (D) Maroon, almost black
Doazon (or Big Gus) (D) Giant orange scarlet
Dr. Tevis (D) Salmon rose
Dorothy Sager (D) Salmon and orange. Excellent cutter
Edward T. Bedford (D) Purple tinged silver
Flamingo (D) Pink
Flora (D) White. Out for this year
Iowa (D) Maize tipped pink
J. D. Long (D) Salmon pink and bronze. Out for this year
Judge Alton B. Parker (D) Yellow buff
Mina Burgle (D) Popular red
Mrs. J. Harrison Dick (D) Yellow and pink
Purity (D) White
Queen Mary (D) Pink. Out for this year
Mrs. Carl Salbach (D) Lavender pink
Sanhican's Bluebird (D) Bluish
Spirit of St. Louis (D) Large reddish purple. Out for this year
Venus (D) White suffused lavender
Yellow Colosse (D) An excellent yellow

At 5¢ Each

A. D. Livoni (B) Pink
Mary Helen (B) Yellow
Maude Adams (B) White flushed pink. Out for this year
Mrs. C. D. Anderson (B) Crimson mauve. Excellent cutter
Schampel's Ball (B) Buff tipped white. Out for this year
Yellow Duke (B) Yellow
Cigarette (C) White edged orange. Out for this year
Countess of Lonsdale (C) Salmon pink. Out for this year
Etenard de Lyon (C) Lavender
Gay Paree (C) Golden bronze suffused red
Gladys Sherwood (C) White. Out for this year
George Walters (C) Salmon pink and yellow. Out for this year
Golden West (C) Bronzy yellow. Out for this year
Marguerite Bouchon (C) Pink with white center. Out for this year
Mrs. Edna Spencer (C) White overlaid lavender. Out for this year
Mrs. Warnaar (C) White flushed pink. Out for this year
Pierrot (C) Orange tipped white
Scaramouche (C) Large Indian red
Red Cross (C) Salmon orange. Out for this year
Siskiyon (C) Mauve pink. Out for this year
Springfield (C) Red sport of Lonsdale. Out for this year
Avalon (D) Large yellow

Bashful Giant (or Apricot Giant) (D) Apricot and amber
 Canary Cup (D) Deep yellow. Excellent cutter
 Charm (D) Burnt orange. Out for this year
 Coquette (D) Rich red and gold
 Dakota (D) Brick red. Out for this year
 Ellinor Vanderveer (D) Glowing rose pink
 Elizabeth Slocombe (D) Red purple
 Francis Larocco, Improved (D) Canary yellow. Excellent cutter
 Harry Mayer (or Blue Moon) (D) Pale roselyn purple
 Jean Kerr (D) White
 Le Grande Manitou (D) Lilac striped purple. Out for this year
 Le Toreador (D) Brilliant red
 Margaret Woodrow Wilson (D) Creamy white suffused pink
 Mrs. I. de Ver Warner (D) Orchid lavender. Out for this year
 Mrs. J. Gardner Cassatt (D) Dark pink
 Oregon Beauty (D) Bright red. Out for this year
 Penn Charter (D) Buff tinted apricot
 Pride of California (D) Red. Out for this year
 Pride of Stratford (D) Best large red orange
 Purple Manitou (D) Purple. Out for this year
 Rosa Nell (D) Deep rose pink. Out for this year
 Rose Glory (D) Rose lavender
 Rosemawr (D) Rose pink
 Zion's Delight (D) Large deep red. Out for this year

At 6¢ Each

Charlotte Caldwell (B) Orange
 Barbara Redfern (D) Large gold and rose
 Charlotte Alexander (D) White tipped red
 Gertrude Brinton (D) Red. Out for this year
 Hillcrest Mandarin (D) Large red and yellow
 Jane Cowl (D) Bronzy buff and salmon
 Jersey's Beacon (D) Scarlet and buff. Out for this year
 Jersey's Mammoth (D) Giant mahogany and gold
 Judge Marean (D) Popular orange and red
 Laura Morris (D) Giant deep yellow
 Nanaquaket (D) Large pink. Out for this year
 October Sunshine (D) Deep golden yellow
 Oyster Bay Beauty (D) Large Oxblood red. Out for this year
 Robert Treat (D) American Beauty red
 Rose Fallon (D) Giant old gold
 Silver Sheen (D) Lavender
 Snowdrift (D) Large white. Out for this year
 Starlight (D) Large bronzy yellow
 Texas (D) Pink sport of Laura Morris. Out for this year
 The Commodore (D) Huge canary yellow
 White King (D) White. Out for this year
 W. H. T. (D) Old rose. Out for this year

At 8¢ Each

Star of Bethlehem (C) White. Out for this year
 Fred Springer (THE GREAT KILLY-LIEU or BEDDING DAHLIA) (D) Brilliant red. Out for this year
 Kemp's White Wonder (D) Large white. Out for this year
 Marshall's Pink (D) Light pink. Out for this year
 Monmouth Champion (D) Flame red
 Mrs. Geo. Le Boutillier (D) Huge red
 Pan (D) Vivid scarlet
 Pres. Franklin D. Roosevelt (D) Bright red with lighter reverse. Out for this year
 Purple Fluffy Ruffles (D) Purple
 Sagamore (D) Apricot buff. Out for this year
 Wm. H. Hogan (D) Large red and white bi-color. Out for this year

At 10¢ Each

Jersey's Dainty (C) White suffused pink. Out for this year
 California Idol (D) Large light yellow
 City of Cleveland (D) Large orange suffused red
 Forest Fire (D) Yellow and red. Out for this year
 Hunt's Velvet Wonder (D) Large purple. Out for this year
 Jersey's Beauty (D) Popular pink. Out for this year
 Josephine G. (D) Pink. Out for this year
 Kathleen Norris (D) Pink. Out for this year
 Kentucky (D) Salmon sport of Jersey's Beauty
 Omar Khayyam (D) Large red and orange

Oriental Glory (D) Cadmium orange
 Pride of Austinburg (D) Large grenadine pink suffused yellow
 Pride of Springhill (D) Beautiful rose red. Good cutter
 Prince of Persia (D) Red
 Ruth Vaughan (D) Large La France pink. Out for this year

At 12¢ Each

Edna Ferber (C) Coral and gold. Out for this year
 Golden Standard (C) Bronzy yellow
 Jean Trimbee (C) Petunia violet. Out for this year
 Jersey's Melody (C) Pink. Good cutter
 Kismet (C) Red
 Miss Ionia (C) Pink. Excellent cutter
 Satan (C) Large red. Out for this year
 Blue River (D) Huge bluish
 Champoege (D) Cream tipped salmon pink
 Clara Carder (D) Large cyclamen pink
 Eleanor Radell (D) Rose pink
 King Alfred (D) Red with light reverse
 Monmouth Queen (D) Light yellow

At 15¢ Each

Miss Belgium (C) Coral
 Son of Satan (C) Large red. Out for this year
 Arcturus (D) Scarlet and gold
 Autumn Sunset (D) Large yellow tinted red
 Azura (D) Rosy lilac. Out for this year
 Delwood's Glorious (D) Deep pink
 Dwight W. Morrow (D) Dark red. Out for this year
 Girl of Hillcrest (D) Golden buff. Excellent cutter
 Groll's Genesee (D) Best large orange
 Hillcrest Sunset (D) Autumn shade
 Jersey's Sovereign (D) Salmon orange
 Jimmy Foxx (D) Henna
 Kilgore's King (D) Large yellow shaded pink
 Miss Oakland (D) Large white
 Purple Wonder (D) Purple
 Queen City (D) Watermelon pink
 Sharazad (D) Pink
 Sultan of Hillcrest (D) Yellow and rose
 Thomas A. Edison (D) Royal Purple. Out for this year
 Tower's Empire (D) Rich golden yellow
 Twilight (D) Pinkish lavender
 Wenoka (D) Rosy mauve

At 20¢ Each

America's Sweetheart (D) Yellow. Out for this year
 Betty Zane (D) Large pink
 Detroiter (D) Rich red. Good cutter
 Fireball (D) Bright red
 Freckles (D) Yellow flecked red. Out for this year
 Incandescent (D) Bronzy yellow and pink
 Jersey's White Beauty (D) White. Out for this year
 Kilgore's Purple (D) Purple
 Mad River Chief (D) Dark velvety red
 Michigan White (D) White. Out for this year
 Miss Long Island (D) Large pink
 Monarch of the East (D) Huge golden buff
 New Glory (D) Maroon tipped white. Out for this year
 Orinda (D) Large lavender. Out for this year
 Pacific Splendor (D) White suffused lavender
 Purple Mist (D) Purple. Out for this year
 Red Sunset (D) Bright red
 San Francisco (D) Large shrimp pink
 Saracen (D) Reddish purple
 The Fireman (D) Red and gold. Out for this year
 White Abundance (D) White. Out for this year
 Wm. G. Wyllie (D) Large yellow, buff and pink
 Zant's White (D) Large white. Out for this year

At 25¢ Each

Alice May (D) White. Out for this year
 Burch Foraker (D) Mammoth flame red. Out for this year
 Carl G. Dahl (D) Large apricot and buff. Out for this year
 Col. Lewis (D) Large deep pink
 Daddy Kemp (D) Large reddish purple. Out for this year
 D'Arcy Sainsbury (D) White. Out for this year
 Dream Beauty (D) Cerise striped white. Out for this year

Everybody's Favorite (D) Large lavender pink. Out for this year
 Geo. A. Relyea (D) Orange tipped white. Out for this year
 Glamour (D) Large purple. Out for this year
 Kemp's Great Eastern (D) Large orange gold. Out for this year
 Link's Gorgeous (D) Yellow overlaid pink. Out for this year
 Lois Walcher (D) Purple tipped white. Out for this year
 Lord of Autumn (D) Large deep yellow. Out for this year
 Premier's Winsome (D) Soft pink. Out for this year
 Oakleigh Monarch (D) Large cerise red
 Robert Ripley (D) Lavender purple. Out for this year
 Sheldon's Louise (D) Large reddish purple. Out for this year
 Silver Lady (D) White suffused lavender. Out for this year
 Victory (D) Large salmon pink. Out for this year
 Washington Giant (D) Lavender. Out for this year
 Zant's Pink (D) Deep pink. Good cutter

POMPONS

Our stock of Pompons last year was sold so short that our planting of this type was very limited this year; and owing to the fact that it is almost impossible to obtain absolutely clean stock from any source, we are listing only such varieties this year as appear to be in sufficient supply to make it worthwhile to offer them. No reservation orders can be accepted on this type, and orders will be accepted and filled in rotation as received only so long as stock lasts. When our own stock is exhausted no further orders can be taken.

At 5¢ Each

Amber Queen (P) Apricot and amber
 Ariel (P) Buff
 Cardinal (P) Bright red
 Catherine (P) Deep yellow
 Challenge (P) Variegated red and white
 Coral Beauty (P) Coral pink
 Dr. Jim (P) Purple shaded white
 Edith Mueller (P) Gold edged orange
 Fashion (P) Bronze
 Ganymede (P) Fawn pink
 Gertrude (P) Crimson

Golden Queen (P) Deep yellow
 Hazel (P) Buff
 Johnny Peppin (P) Dark crimson
 Lemon Drop (P) Yellow
 Mary Munns (P) Lavender
 Phyllis (P) Purple
 Sunbeam (P) Red with yellow base
 Vivid (P) Red

At 6¢ Each

Achilles (P) Flesh tipped lavender
 Belle of Springfield (P) Small red
 Betty Ann (P) Small pink
 Bobby (P) Plum
 Charma (P) Red flecked white
 Darkest of All (P) Deep maroon
 Dee Dee (P) Lavender
 Joe Fette (P) White
 Morning Mist (P) White suffused lavender
 Pure Love (P) Deep lavender
 Rosalie (P) White suffused pansy purple
 Rosa Wilmouth (P) Rosy pink
 Snowclad (P) White
 Spy (P) Dazzling red
 Yellow Gem (P) Light yellow

MINIATURES

As yet we are not very large growers of this type and most of the varieties we list can be supplied in limited quantities only.

At 6¢ Each

Bishop of Llandaff. Red, dark foliage. Out for this year
 Blue Eyes (M.F.D.) Bluish. Out for this year
 Buckeye Babe (M.F.D.) Golden buff. Out for this year
 Corinna (M.F.D.) Deep yellow. Out for this year
 Diana Jean (M.F.D.) Light yellow. Out for this year
 Fairy (M.F.D.) Tiny Jersey's Beauty pink
 Grace O'Neil (M.C.) Pink and white
 McKay's Purity (M.F.D.) White. Out for this year
 Orchid Lady (M.F.D.) Orchid lavender
 Princess Alba (M.F.D.) White. Out for this year
 Sylvia (M.F.D.) Red
 Teddy Johnson (M.F.D.) Tyrian rose and white

Wrapped Dahlias FOR COUNTER TRADE

In addition to the full collections as presented in our regular boxes you will find there is a good demand for single roots if offered at popular prices. Heretofore, we have offered two assortments of wrapped dahlias but this year we are limiting our offer in this line to a single assortment made up from the best selling varieties in our 4¢ and 5¢ groups of large flowering dahlias as follows:

1945 ASSORTMENT

250 Roots, not less than ten good varieties, each root wrapped and labelled (Order 1945 Assortment)	\$12.50
125 Roots (Order half 1945 Assortment)	6.50

All stock in this assortment is strictly high class and in order to enable you to guarantee same to your customers, we give 10% extra count to take care of any replacement claims. A liberal supply of cultural leaflets and such advertising matter as may be available will be included with each assortment.

Wayland Dahlia Gardens, Wayland, Michigan

Care and Handling of Dahlia Roots

This is a question about which nearly all dahlia growers seem to have little to say; yet it is just as important as any element that enters into the production of good dahlia roots. After roots are harvested in the fall they are placed in storage where they remain for weeks or perhaps months. If the storage conditions are right the roots are apparently in just as good condition at time of shipment as they were at harvest time. The roots are plump and firm, eyes are dormant, necks are sound and there is no sign of deterioration in any way.

During the period of storage the roots have been kept cool, damp, dark and away from moving air currents. Considering these facts, it almost seems that the roots could be stored indefinitely without loss, yet in actual experience the deterioration that takes place after the roots leave this storage leads us to believe that in some way the conditions prevailing during storage have been radically changed during the period between shipment and actual planting. In some cases the roots remain in tight warm shipping packages for weeks either through slow freight transit or after being received, causing them to mold and rot. In other cases the roots are stored in too warm a room or where light or moving air can reach them resulting in drying out and shriveling. In other cases the roots are exposed to cold air resulting in chilling, and often planting is done in wet soggy ground resulting in rot of both root and sprout. These conditions are absolutely beyond our control yet we feel that it is to our interest to have the root reach the ground in the best possible condition.

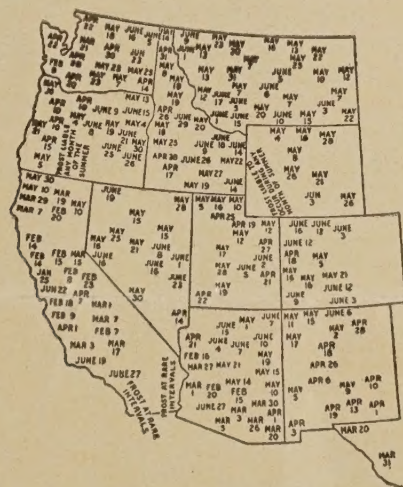
In the first place nearly every locality has its normal planting time. If the dealer's supply of roots are ordered shipped very much before the normal planting time it is to his interest to have storage facilities which will duplicate, so far as possible, those under which the roots have been held since harvest time. I know there are always a few customers who will buy their garden bulbs several weeks before time to plant but these few people nearly always take their stuff home, let it kick around in the warm rooms for two or three weeks, then the first warm day that comes they put it into the ground. Usually

the results are unsatisfactory and both the dealer and grower are blamed. It seems that it would be much better for the dealer to impress these facts upon the customer before he buys than to have to make excuses and replacements later.

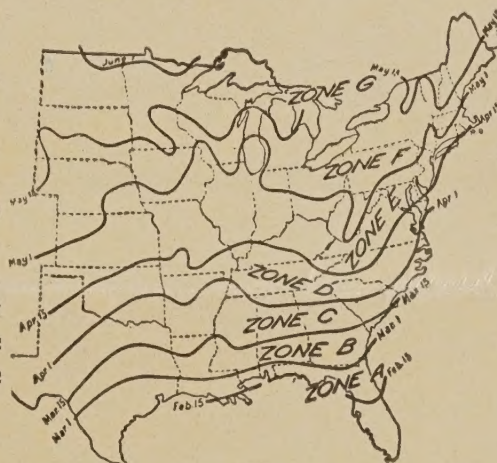
Then in other cases we know of dealers who ordered their supply of boxed dahlias early and placed the entire shipment in their windows where we have seen the light so bright that the labels were actually faded out before the goods were all sold. Under such conditions there is bound to be a deterioration of the stock just as there would be if you placed rose bushes on the open counter exposed to air and light and heat for days or weeks before they passed into the customer's hands.

Our best advice to all customers, especially those who sell dahlias over the counter, is to display only a small part of the stock, keeping the rest of it under proper storage conditions; and to put your heaviest selling effort back of the item right at planting time. We have hundreds of retail stores handling our dahlias and invariably the best results are obtained, and the greatest profits made, by those who push the sale of their dahlias during one or two weeks at the right planting time instead of catering to the few customers who always buy way ahead or way behind in the season. The stock is ordered or is brought in from storage just before wanted, is in perfect condition when it reaches the counter and also when it reaches the customer. This means that it is ready to start action just the minute it is placed in the ground and under such conditions is bound to be satisfactory.

Our record of direct shipments for some of our largest customers, made under a guarantee providing replacements of all roots that fail to sprout show less than 1% failures. Here we used our judgment and shipped the goods at proper planting time and we have every reason to believe that they reached the ground within very few days or a couple of weeks at most after they left our cellars. There is absolutely no reason why these same results cannot be obtained when goods are shipped direct from your own place or sold over the counter.



Map showing dates of last killing frost. Eastern part of U. S. is divided into zones. Western part varies according to elevation as indicated. Dahlias should not be planted more than 3 weeks before dates shown.



Get Your Reservation Order In Now

Stock to Be Shipped When Needed

Wayland Dahlia Gardens

E. R. Ryno, Prop.

WAYLAND

MICHIGAN



No Boxed Dahlias For Counter Trade

Will be available this year because of our inability to get shipping containers for this item. We have the dahlias but without proper shipping containers we cannot offer these in packages suitable for Counter Trade as in former years. This item will be resumed after the war or as soon as containers are available.

WAYLAND DAHLIA GARDENS

Wayland : : Michigan

Terms and Conditions

Not less than 10 roots of any variety will be supplied at the prices quoted in this list, and no wholesale orders will be accepted from parties not actually engaged in the florist or seed and nursery trade.

Boxed Dahlia Collections are packed in cases of 12 boxes and no broken cases can be supplied.

While we seldom fail to complete accepted orders, we reserve the right to omit any part of order where unexpected or unavoidable shortage of any variety occurs.

We do not substitute unless specifically instructed to do so.

With our Boxed Dahlias we reserve the right to substitute equal or better varieties in same type and color, in any collection, in case an unexpected shortage of any variety occurs. Where such substitution is made label will be altered accordingly so it will at all times show exact contents.

All orders shipped at purchaser's expense and risk, and although we exercise every precaution to pack roots safely against freezing, we do not guarantee against damage in transit.

All shipments bear Certificate of Inspection issued by our State Department of Agriculture; but it is distinctly understood that customers must assume all risk in regard to the entomological requirements of their respective states.

Always state time and mode of shipment, otherwise we will use our best judgment, but without assuming any responsibility in the matter.

No extra charge made for packing and delivery to carrier, except where roots are put up in special packages for resale.

Claims for rejections, errors or omissions must be made within ten days after arrival of goods.

GUARANTEE — While we exercise the greatest care to have all stock true to label, and hold ourselves prepared to replace, on proper proof, all that may prove untrue, we do not give any warranty, expressed or implied, and in case of any error on our part, it is mutually agreed between the purchaser and ourselves that we shall not at any time be held responsible for a greater amount than the original purchase price of the stock.

TERMS — Unknown persons should send either cash in full or 25% with order, balance C. O. D. Parties whose credit is approved may order roots shipped any time after December 1st and invoice for same will be made payable the 10th of the second month following date of shipment. No goods can be shipped on open account where amount of order is less than \$25.

REFERENCE—As to our responsibility, we refer to the Commercial Agencies or the Wayland State Bank, Wayland, Michigan.

Wayland Dahlia Gardens, Wayland, Michigan